

Equity, diversity and inclusion at the British Red Cross

Our vision

‘The British Red Cross as a safe and inclusive organisation that learns and grows to proactively dismantle barriers, eliminate discrimination and creates equity for our people and those we serve’

Our goals

- > Our people **learn, understand and take action to dismantle discrimination** and create a **safe and inclusive** environment for anyone who engages with us.
- > Our workforce is **built on diverse skills, experiences and capabilities** at all levels.
- > The British Red Cross **embeds equity** and **removes barriers** to participation across everything we do.

Our equity, diversity and inclusion strategy is focused on breaking down barriers to inclusion and providing lasting solutions to five key problem areas that our people experience and witness every day whilst working or volunteering.

It gives clear direction for the improvements we want to see across all areas of our work, both within the UK and internationally and is guided by the principles of co-production, lived experience, power sharing and our values.

We want everyone at the British Red Cross to feel they can be their authentic selves at work; where they can thrive and progress their careers and know that all forms of discrimination will be tackled effectively with a zero-tolerance approach to any forms of discrimination.

To achieve this, we need to get to a place where...

1. **Our leadership** is diverse in its representation and thought, understands their position of privilege and champions a zero-tolerance approach to all forms of discrimination.
2. **Our culture** reflects our values, embodies inclusive practises, creates an environment where people thrive and feel comfortable being themselves. We want everyone to take personal responsibility for learning, be equipped to recognise and challenge discriminatory behaviours and embed inclusive practices in all aspects of their work.
3. **Our recruitment practices**, career progression and personal opportunities actively addresses under-representation at all levels of the organisation.
4. **Our data** is robust and evidence-based and used to effectively monitor our progress, show where we need to focus our efforts and informs service delivery.
5. **Our programmes and services** are shaped by the needs and experiences of people who use our services and those who find it hardest to access support.

We won't be able to do this overnight and everyone has their part to play. We'll learn and grow as we drive forward key elements of the strategy, but we also recognise that our progress needs to be visible and focused on tangible actions and results.

Measuring Success

Our strategy includes ways to measure our progress and hold ourselves and our leadership to account. Performance indicators, an EDI dashboard an accountability framework will make sure we stay focussed on outcomes and show where we need action to achieve our vision.

We're determined to bring lasting change to the organisation. By being inclusive, diverse and truly equitable we will be able to embrace opportunities and recruit and retain talented staff and volunteers from diverse backgrounds. This will help us to broaden our perspective and support people that we haven't been able to reach through lack of our own understanding.

#AllRedCross

